

# THOM HENKEL

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## CREATIVE DIRECTION

## PROFESSIONAL EXPERIENCE

### VP, Creative Director

2017 to Present \_ GA+NY, Definition 6/Bridgenext

Complete broadcast advertising campaigns, brand launches, digital, experiential, and social content  
*Cartoon Network, Reynolds American, Nextdoor, Home Depot, Saia, Siemens, Claire's, Novelis*

### Creative Director

2014 to 2017 \_ GA+NY, Moxie (Publicis Groupe)

Directed complete advertising campaigns, including cross-platform, email, experiential and social  
*Verizon Wireless, UPS, Chick-fil-A, Wells Fargo, WalMart, BB&T, Coca-Cola*

### Senior Art Director

2009 to 2013 \_ LA, Peter Mayer Advertising

Researched, conceptualized and produced complete, multi-channel advertising campaigns  
*CenturyLink, Zatarain's, Sanderson Farms, Hancock and Whitney Bank*

### Senior Designer

2006 to 2009 \_ LA, Imaginal Marketing Group

Designed and implemented full client websites, logos and corporate branding styles  
*Aveda Salons and Spas, Aveda Institute, Beauty Basics, Paris Parker, Neill Corporation*

### Graphic Designer

2004 to 2006 \_ NY, The Kooper Group

Conceptualized and designed benefit material, annual reports and secure benefits websites

### Advertising Director

2002 to 2003 \_ NY, Carolines On Broadway

Designed, maintained and promoted website and printed, promotional material

### Graphic Designer/Composer

2000 to 2002 \_ NY, The Evening Times

Executed advertisements and client work through manual pagination, paste-up and color separation

## TECHNICAL FOUNDATIONS

Adobe Creative Suite  
Microsoft Office Suite  
Apple Productivity Suite

Web Standards & Accessibility  
Search Engine Optimization  
CMS Integration

Broadcast Production  
Casting & Direction  
Post-Production Direction  
Audio/Composing/Mixing Direction

## AWARDS

Shorty Awards Finalist  
2 Time Webby Award Honoree  
Advertising Persons of the Year Award (2010)  
GDUSA American Graphic Design Awards  
Gold, Silver & Bronze ADDY Awards  
LACP Top 100 Communications Award  
Eagle Scout Award

## PROFESSIONAL AFFILIATIONS

Graphic Artists Guild (GAG)  
American Advertising Federation (AAF)  
American Institute of Graphic Arts (AIGA)

## EDUCATION

### Vaughn College of Aeronautics

New York, New York

Program included Airport Management as part of Air Traffic Control Certification  
Curriculum included Advanced Mathematics, Public Speaking and Business Management  
Dean's List and President's List Awards

### State University of New York Mohawk Valley Community College

Utica, New York

Associates Degree in Graphic Design  
Curriculum included Dimensional Design, Photography, Creative Typography,  
Web Design, Digital Illustration and Publication Design

### Herkimer County BOCES

Herkimer, New York

Curriculum in Visual Communications  
Gained experience with design related software and design fundamentals

## REFERENCES

Available Upon Request